

BARB

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Bulletin

Happy Christmas from BARB!

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BROADCASTERS' AUDIENCE
RESEARCH BOARD LIMITED

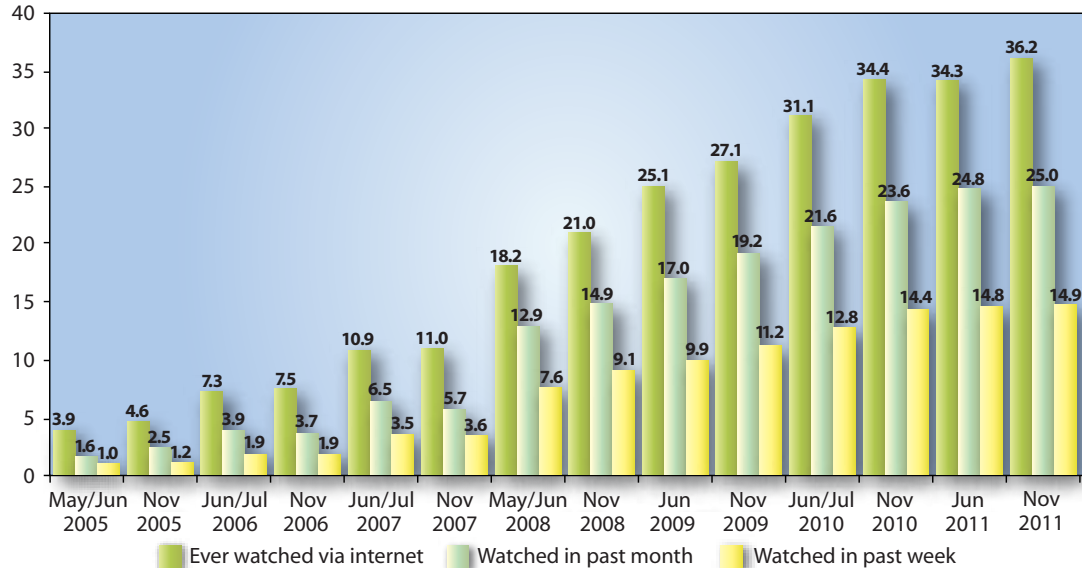
Online and Mobile Viewing

In addition to the current measurement service, BARB concurrently runs a twice yearly tracker survey to identify viewing trends outside of the core BARB measurement service.

This is done via an omnibus survey carried out by Ipsos MORI on behalf of BARB. Although limited, the survey does provide broad outlines of viewing behaviours beyond the television set.

The latest results from November 2011 show the growth in television viewing reach via a PC, laptop or tablet is beginning to plateau. In November 2011, 14.9% of respondents claimed to have watched television programmes via a PC, laptop or tablet in the previous seven days. This compares to a level of 14.4% from the same survey a year previous.

Chart 1 - Growth in Television Viewing via the Internet

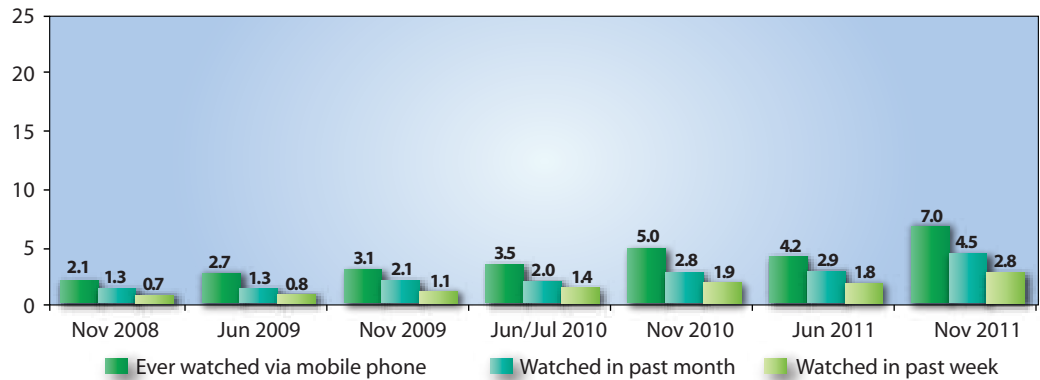


Source: Ipsos MORI Capibus

This apparent slowdown in growth may be due to the availability of increased PVR penetration in the UK (50% of all TV Households – 2011 Q3 Establishment Survey) and the availability of catch-up services on connected TV devices.

As well as viewing via PCs, the omnibus survey also tracks viewing via mobile phones. Recent results suggest, although relatively small, viewing of television programmes via mobile phones continues to grow year on year. Of those questioned, 7% claimed to have ever watched via their mobile phone, compared with 5% in November 2010.

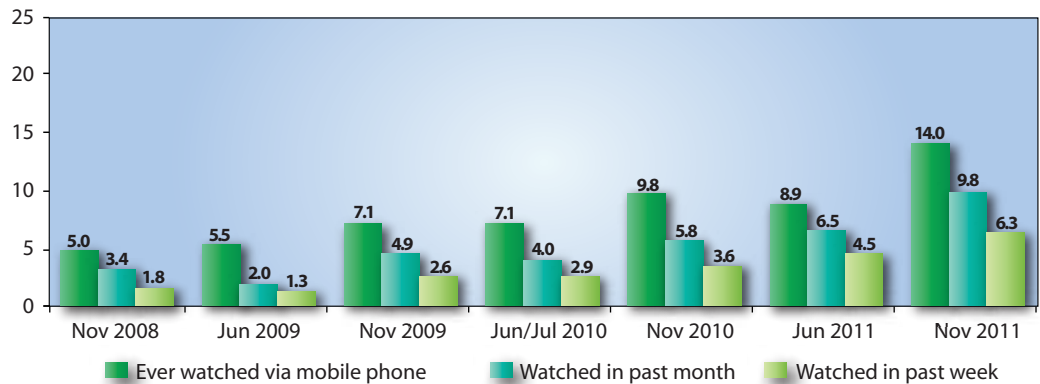
Chart 2 - Growth in Television Viewing via Mobile Phones



Source: Ipsos MORI Capibus

This growth is particularly prevalent in young adults who are more likely to view than any other demographic. In the most recent results, 6.3% of 15-34s surveyed had used their mobile phone in the last week to watch television programmes, compared with 3.6% the previous year.

Chart 3 - Growth in Television Viewing via Mobile Phones for Adults 15-34

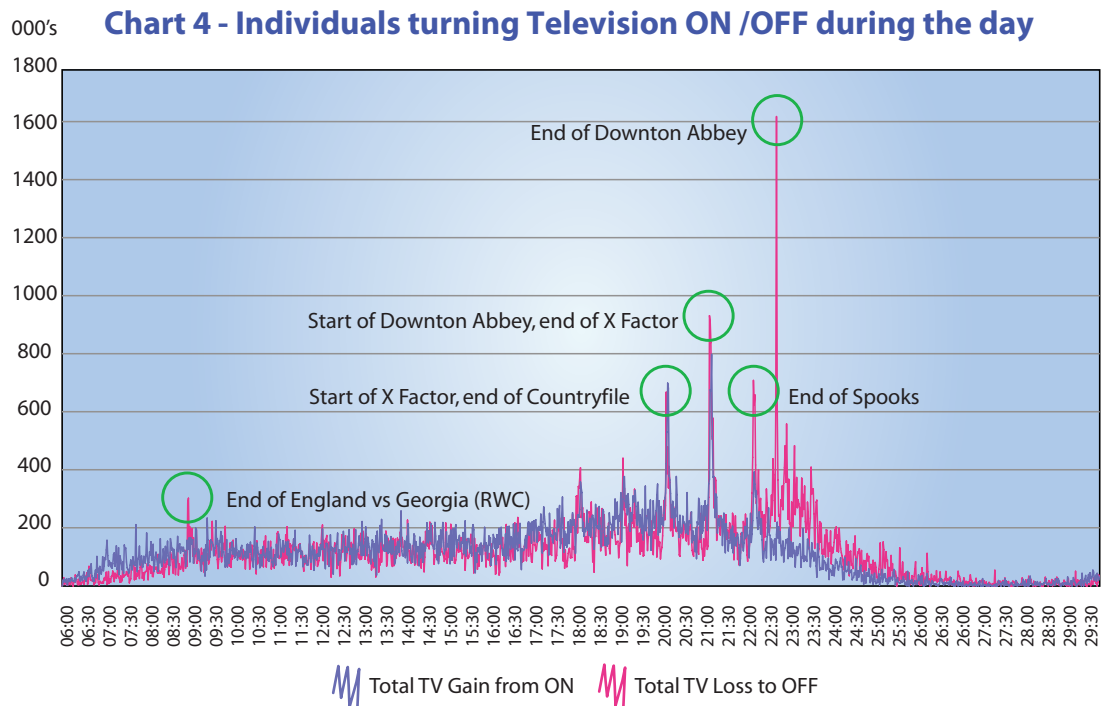


Source: Ipsos MORI Capibus

Appointments to View

BARB publishes data in a form that allows flexible analysis. An example of analyses based on disaggregated data would be the use of reach and frequency models or the creation of dynamic targets based on viewing behaviours.

The chart below illustrates the number of individuals (4+) turning the television on and off (or entering and leaving the room), by clock minute throughout the day. This chart identifies where audiences are both creating appointments to view their choice of programme and thereafter switching the television off (or leaving the room) after they have watched it.



Source: BARB, Live Viewing, Sunday 18 September 2011

The chart is taken for a recent Sunday and only includes 'Live' viewing. The inclusion of time-shifted and catch-up viewing would increase the spikes further. Within the chart, key programmes have been identified to show the possible determinants for audiences switching the television set on and off. Within the data, it is possible to break this down by both channel and key audience demographics.

► “The Bigger Picture”

The papers presented at BARB’s industry briefing on 4 October are available on BARB’s website, www.barb.co.uk, follow “The Bigger Picture” link on the home page.

BARB’s development projects are now delivering solutions to create the opportunity for the industry to be better informed, to track new types of content, to see beyond the TV set and to pursue the enhanced solutions for connected TV. For audience measurement to remain comprehensive it is going to be necessary to make use of different types of data – but sample based measurement of people will need to be at the heart of this in order to properly understand, interpret and bring together new data coming from other sources. BARB aims to enable coordinated reference points to the separate systems that organisations are building to assess their own server data.

► BARB Measurement Sciences Forum

Following its launch on 4 October, the inaugural meeting took place at BARB on 29 November, well attended by about 50 industry representatives.

The motivation behind the forum is to encourage more involvement in what is required from television audience measurement from across the television and advertising industries. It aims to develop the potential of television measurement and facilitate the coordinated use of additional data and so keep the measurement of television together – enhancing ‘the bigger picture’.



Season's Greetings from BARB

Jim
Sarah *Geoff.* *Joe* *Sarah*
Simon *Lynne* *Susanne*

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BROADCASTERS' AUDIENCE RESEARCH BOARD

We always encourage feedback, so do tell us what you think, at:
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